

GEORGIA INSTITUTE OF TECHNOLOGY  
OFFICE OF CONTRACT ADMINISTRATION  
SPONSORED PROJECT INITIATION

Date: February 22, 1980

Project Title: "Preliminary Economic Feasibility Analysis of  
Products for Indian Manufacture"

Project No: A-2564

Project Director: J. S. Tiller

Sponsor: Southwest Georgia Area Planning & Development Commission

Agreement Period: From 2/1/80 Until 10/31/80.

Type Agreement: Standard Industrial Agreement

Amount: \$14,200

Reports Required: Final Report

Sponsor Contact Person (s):

Technical Matters

Contractual Matters  
(thru OCA)

Mr. Carroll C. Underwood  
Southwest Georgia Area Planning  
and Development Commission  
P. O. Box 346  
Camilla, GA 31730

Defense Priority Rating: N/A

Assigned to: ED/ARD (School/Laboratory)

COPIES TO:

Project Director  
Division Chief (EES)  
School/Laboratory Director  
Dean/Director-EES  
Accounting Office  
Procurement Office  
Security Coordinator (OCA)  
✓ Reports Coordinator (OCA)

Library, Technical Reports Section  
EES Information Office  
EES Reports & Procedures  
Project File (OCA)  
Project Code (GTRI)  
Other \_\_\_\_\_

GEORGIA INSTITUTE OF TECHNOLOGY  
OFFICE OF CONTRACT ADMINISTRATION  
SPONSORED PROJECT TERMINATION

Date: 2/18/81

Project Title: Preliminary Economic Feasibility Analysis of Products  
for Indian Manufacture

Project No: A-2564

Project Director: J.S. Tiller

Sponsor: Southwest Georgia Planning and Development Commission

Effective Termination Date: 10/30/80

Clearance of Accounting Charges: 10/30/80

Grant/Contract Closeout Actions Remaining:

- ☒ Final Invoice ~~XXXXXXXXXXXXXXXX~~
- ☐ Final Fiscal Report
- ☐ Final Report of Inventions
- ☐ Govt. Property Inventory & Related Certificate
- ☐ Classified Material Certificate
- ☐ Other \_\_\_\_\_

Assigned to: EDL/ARD ~~XXXXXX~~ (School/Laboratory)

COPIES TO:

Project Director  
Division Chief (EES)  
School/Laboratory Director  
Dean/Director-EES  
Accounting Office  
Procurement Office  
Security Coordinator (OCA)  
☒ Reports Coordinator (OCA)

Library, Technical Reports Section  
EES Information Office  
Project File (OCA)  
Project Code (GTRI)  
Other Project Code (OCA)



## Progress Report

### "Preliminary Feasibility Analysis of Products for Indian Manufacture"

#### Major findings of the literature review:

1. Very little of Creek culture before the arrival of the white man remains today. The Native Americans in the Southeast quickly adopted the customs and styles of the white man. Now, many descendants of the Southeastern tribes mistakenly wear clothing and jewelry of the more popularized tribes, e.g., the headdress of the Plains Indian and the turquoise jewelry of the Southwest.

2. Artifacts show that the Creeks were accomplished artisans. They were sculptors, etchers and potters much more than jewelers. One source describes two Creek artworks as "two of the greatest Indian art masterpieces of the North American continent" (Frederick Dockstader, Indian Art in America).

3. Although not many records of Creek jewelry and blankets exist, Creek designs of other artifacts could be displayed in modern jewelry and blankets. Several books listed in the bibliography, including Needlework Designs from the American Indians, show patterns reflecting Creek designs.

4. Quilting was developed by the Creeks after the importation of cloth from Europe. The Creeks had their own techniques and designs; thus, quilting became a facet of Creek culture.

5. In interviews with persons knowledgeable of Creek culture, we have found considerable enthusiasm for our research into marketable Creek products. They want to revive interest in and knowledge of the life of the Creek.

6. In interviews, Indian traders felt there was a poor market for turquoise jewelry produced by Eastern Indians and an even poorer market for beadwork. They were interested in new products, but had little information on Eastern Indian culture.

7. Based on the above findings, we have selected the following products for investigation in the study:

Jewelry made from metal with Creek designs  
Quilts that reflect more recent culture

We are considering blankets with authentic Creek designs as another possible product. Our market survey will help tell us whether such blankets are a viable product.

### Other Activities

1. We have found prices on a variety of metal crafts and sewing equipment. We also have catalogs describing this equipment.
2. We have begun a cursory market survey for Creek Indian products.
3. We are collecting unemployment and population data for the area around Cairo.
4. We have obtained information from Carroll Underwood about building costs in the area. We have also recovered a number of statistics from Peggy McCormick, who has been very resourceful in supplying us with data on the Native Americans in southwest Georgia.
5. We have compiled a preliminary bibliography of literature sources which is listed herein.
6. We have almost completed a market survey questionnaire which will be used to estimate the annual production for the manufacturing operations.

### Time Schedule and Budget

We have completed 40% of the project. We estimate that Task 1, Literature Review, is virtually complete; Task 2, Designation of Production Outputs and Processes, is 67% complete; Task 3, Cost Estimation, is 25% complete and Task 4, Cost Analysis, has yet to be started. We anticipate that the project will be complete by October 31, 1980. At the moment, no problems are evident to prevent us from concluding according to schedule.

PRELIMINARY ECONOMIC FEASIBILITY ANALYSIS  
OF PRODUCTS FOR INDIAN MANUFACTURE

by  
Jeffery S. Tiller, Project Director  
Sallie G. Daniell

Prepared for  
Southwest Georgia Area Planning and  
Development Commission

Economic Development Laboratory  
Engineering Experiment Station  
GEORGIA INSTITUTE OF TECHNOLOGY  
Atlanta, Georgia 30332  
February 1981

## Table of Contents

|  | <u>Page</u> |
|--|-------------|
| INTRODUCTION                                       | 1           |
| Background   | 1           |
| Project Objectives and Scope                       | 1           |
| Description of Report                              | 2           |
| PERSPECTIVE ON THE CREEK CULTURE                   | 3           |
| ESTIMATED MARKETABILITY OF CREEK CULTURAL PRODUCTS | 5           |
| Methodology Used for Survey                        | 5           |
| Results of the Survey                              | 10          |
| ECONOMIC FEASIBILITY OF CREEK PRODUCTS             | 20          |
| Baskets  | 21          |
| Jewelry  | 21          |
| Pottery  | 24          |
| Quilts   | 26          |
| RECOMMENDATIONS                                    | 27          |
| BIBLIOGRAPHY                                       | 28          |
| APPENDIX   |             |
| A. Survey for American Indian Products Study       | 38          |

\* \* \*

### Tables

|  |    |
|--|----|
| 1. Yellow Page Directories Checked for Commercial Stores   | 6  |
| 2. Museum Shops' Responses                                 | 7  |
| 3. Commercial Stores' Responses                            | 8  |
| 4. Survey Completions by State and Type of Operation       | 9  |
| 5. Establishments Selling Indian Products                  | 11 |
| 6. Outlook for Sales of Indian Products                    | 12 |
| 7. Types of Indian Products Sold by Establishment          | 13 |
| 8. Workmanship of Products Sold                            | 14 |
| 9. Interest in Purchasing Creek Indian Jewelry             | 15 |
| 10. Interest in Purchasing Creek Indian Quilts             | 16 |
| 11. Interest in Purchasing Creek Indian Blankets           | 16 |
| 12. Other Creek Indian Products of Interest to Respondents | 17 |
| 13. Requirements for Authenticity                          | 18 |
| 14. Jeweler's Shop Equipment Cost                          | 23 |

## INTRODUCTION

### Background

Throughout the United States concern for the original inhabitants of our continent, the Native Americans has grown. Isolated and forgotten during the rapid development of our country, Native Americans have succeeded during the past two decades in bringing increased public attention to their plight. Many of these individuals, instead of joining mainstream American society, have chosen to lead lives more in keeping with their heritage. Others, unemployed and impoverished in both rural and urban America, are searching for worthwhile jobs.

The Economic Development Administration has supported aid and assistance for Native American tribes. Much of the work has gone to help solve two problems -- unemployment and loss of cultural heritage -- through the development of culturally-based economic enterprises. As part of this effort, the EDA supported the project discussed in this report.

### Project Objectives and Scope

The major purpose of this project was to conduct a preliminary economic feasibility analysis of several products designed for manufacture by Creek Indians, specifically, a group of Creeks in southwest Georgia. By "preliminary" we mean that the scope of our project was insufficient to determine strictly whether the given products could be produced at a competitive selling price. Our market survey is statistically unsophisticated and, therefore, cannot be considered totally reliable. However, the general indications discussed in this report are, in our opinion, quite supportable. The cost data used are very specific, except for labor costs which, unfortunately, are the most critical. It is impossible currently to determine how many products can be made by a Creek artisan in a given period of time. Therefore, the results are couched in terms of break-even labor costs.

Keeping in mind the above conditions of project scope, we proceeded on the project with the following objectives:

- 1) To identify products and designs that were part of the Creek heritage,

- 2) To determine whether a demand exists for the Creek products and designs,
- 3) To designate major equipment and material needs for the manufacture of the most marketable products,
- 4) To estimate the cost of production for the most marketable products, and
- 5) To consider the economic feasibility of their manufacture.

#### Description of Report

The report discusses our efforts to meet the project objectives. It is basically divided into sections that correspond to the objectives themselves. The first section, "Perspective on the Creek Culture," discusses items from the Creek culture that might be marketable today. The next section, "Estimated Marketability of Creek Cultural Products," is a realistic, although cursory, examination of the potential demands for Creek Indian products. The final section, "Economic Feasibility of Creek Products," discusses the costs and potential returns of different Creek manufacturing processes.

## PERSPECTIVE ON THE CREEK CULTURE

The history of the Creek people, as with most pre-Columbian cultures, is both beautiful and tragic. The Creeks were an aggressive and flexible group. Successful in conquest, they absorbed many other tribes into the Creek nation.

When English settlers first encountered the Creeks, they found a civilized people interested in commerce. The Creeks were interested in European ways and products. They negotiated and traded freely with the English, and gradually adopted their lifestyles. In fact, by 1750, the Creek culture had virtually broken down. By 1780, several of the Chiefs were at least one-half Scotch.<sup>1/</sup>

Despite their rapid adoption of European customs, the Creeks did not blend into the American culture. In the 19th Century, after several decades of increasingly disadvantageous treaties, the Creeks were ordered to Oklahoma on their own "Trail of Tears." Of the Native American tribes, the Creeks have been among the most unsuccessful in recovering their true cultural tradition.

At its height, the Creek nation possessed a rich culture of rituals, games and recreation, artifacts and adornments. Lubell (1976, p. 138) relates the following observation of an early explorer among the Creeks:

"In the Creek village of Cofitachequi they saw . . . large quantities of clothing, shawls of thread, made from the barks of trees and others of feathers, white and gray, vermillion and yellow, rich and proper for winter . . . . These [their clothing] are like shawls, some of them are made from the inner barks of trees and others from a grass resembling nettle, which by threading out, becomes like flax."

Despite the advanced state of Creek culture, many artifacts traditionally associated with Indian cultures were not present among the Creeks. For example Lubell (1976, p. 148) states,

Here and throughout the East fine fiber mats have long been made, but no sheets of fabric which could be used as robes or blankets have been produced in the last 225 years.

---

<sup>1/</sup>Interview with Bruce Shackelford, April 10, 1980, Creek Indian Museum, Okmulgee, OK 74447.

The Creeks did not use much jewelry in their dress. The tribal leaders wore metal disks made of copper or brass. Feathers were used, but never in any form resembling a headdress.

The Creeks excelled in two crafts: pottery and basket weaving. Bowls and other ceramics recovered from their burial grounds have been admired by ethnologists and anthropologists.

The major findings resulting from our review of the Creek heritage are as follows:

1. Very little of the Creek culture that existed before the arrival of the white man remains today. The Native Americans in the Southeast quickly adopted the customs and styles of the white man. Now, many descendants of the southeastern tribes mistakenly wear clothing and jewelry of the more popularized tribes, e.g., the headdress of the Plains Indian and the turquoise jewelry of the Southwest.

2. Artifacts show that the Creeks were accomplished artisans. They were sculptors, etchers, and potters much more than jewelers. One source describes two Creek artworks as "two of the greatest Indian art masterpieces of the North American continent" (Dockstader, 1977).

3. Although few records of Creek jewelry and blankets exist, Creek designs of other artifacts could be displayed in modern jewelry and blankets. Several books listed in the bibliography, including Needlework Designs from the American Indians (Landsman, 1977), show patterns reflecting Creek designs.

4. Quilting was developed by the Creeks after the importation of cloth from Europe. The Creeks had their own techniques and designs; thus, quilting became a facet of Creek culture.

Because the actual cultural items did not correspond closely to the products we were to investigate (jewelry, blankets, and rugs), we felt that a survey was necessary to determine what types of products the Creeks could sell. The market survey had the following objectives:

- 1) To identify those Indian products that sell best in southeastern markets today,
- 2) To determine which products have the best sales,
- 3) To determine how much interest exists in purchasing products made by Creek Indians,
- 4) To discover how important it is that the products be handmade, and
- 5) To identify standards of authenticity for Indian markets.



## ESTIMATED MARKETABILITY OF CREEK CULTURAL PRODUCTS

### Methodology Used for Survey

The survey was not designed to show shares of market for certain products, but rather to produce an indication of attitudes about certain products. The questionnaire was written, and finalized after a pretest was made. Appendix A contains a copy of the survey.

The museum shop respondent list was chosen from The Official Museum Directory 1980: United States and Canada. This directory is considered the most complete and accurate of all museum directories. All entries in the directory for each of the 14 states in this study were reviewed. Entries which indicated that they had a sales shop selling craft items and/or Indian items were chosen as the respondent list. However, there may be other museum shops which would consider selling Creek products, but which were not chosen for study.

The "yellow pages" respondent list was chosen from listings for commercial stores under "Indian Goods" in several Yellow Pages directories. Table 1 shows the cities for which the directories were checked. Cities selected were chosen by the project director.

It is reasonable to assume that there are many businesses within the study area which deal with Indian products, but which were not included in the survey. Therefore, it is important in interpreting the results of the survey to remember that the sample is not a statistical and random sample but rather a sample of choice.

Respondents who completed the survey during the test run are not included in the final results. Respondents who had no shop or were not currently in operation are not included in the final results. In addition, respondents chosen from the Yellow Pages who were not in an appropriate business, who were not eligible, or who refused are not included in the final results. Every effort was made to reach each chosen respondent. However, within the time limitations of the survey seven were not available and three refused. A detailed analysis of nonrespondents appears below Tables 2 and 3.

Thus, of the 83 museum shops chosen for study only 65 were included

Table 1  
YELLOW PAGE DIRECTORIES  
CHECKED FOR COMMERCIAL STORES

| <u>State</u>   | <u>Cities Checked</u>  |
|----------------|--|
| Alabama        | Birmingham, Huntsville, Mobile, Montgomery                       |
| Arkansas       | Little Rock  |
| Florida        | Jacksonville, Miami, Orlando, Pensacola, Tampa, West Palm Beach  |
| Georgia        | Atlanta, Brunswick, Dalton, Macon, Rome, Savannah, Waycross      |
| Kentucky       | Frankfort, Lexington, Louisville                                 |
| Louisiana      | Baton Rouge, New Orleans   |
| Mississippi    | Biloxi, Jackson  |
| Missouri       | Joplin, Kansas City, St. Louis                                   |
| North Carolina | Asheville, Charlotte, Durham, Greensboro, Raleigh, Winston-Salem |
| Oklahoma       | Lawton, Oklahoma City, Tulsa                                     |
| South Carolina | Charleston, Columbia, Greenville                                 |
| Tennessee      | Chattanooga, Knoxville, Nashville, Memphis                       |
| Texas          | Dallas, Ft. Worth, Houston                                       |
| Virginia       | Alexandria, Roanoke  |

Table 2  
MUSEUM SHOPS' RESPONSES

| State          | Number<br>Chosen<br>for<br>Contact | Total | Number of Usable Completions*            |  |   |  |
|----------------|------------------------------------|-------|--|--|---|--|
|                |                                    |       | Currently<br>Sells<br>Indian<br>Products | Does Not<br>Sell Indian/<br>But Will<br>Sell Creek | Does Not<br>Sell Indian/<br>Will Not<br>Sell Indian | Does Not<br>Sell Indian/<br>Will Not<br>Sell Creek |
| Alabama        | 2                                  | 1     |  | 1  |   |  |
| Arkansas       | 5                                  | 4     |  | 2  |   | 2  |
| Florida        | 13                                 | 8     | 2  | 3  | 3   |  |
| Georgia        | 0                                  | 0     |  |  |   |  |
| Kentucky       | 5                                  | 5     | 3  | 2  |   |  |
| Louisiana      | 4                                  | 2     | 2  |  |   |  |
| Mississippi    | 3                                  | 3     | 2  | 1  |   |  |
| Missouri       | 4                                  | 4     | 1  | 1  | 2   |  |
| North Carolina | 6                                  | 4     | 2  | 1  |   | 1  |
| Oklahoma       | 16                                 | 15    | 15                                       |  |   |  |
| South Carolina | 2                                  | 1     |  |  |   | 1  |
| Tennessee      | 3                                  | 1     |  | 1  |   |  |
| Texas          | 17                                 | 14    | 7  | 4  | 3   |  |
| Virginia       | 3                                  | 3     |  | 2  | 1   |  |
| Total          | 83                                 | 65    | 34                                       | 18   | 9   | 4  |

\*Reasons for noncompletion include nine with no shop, seven not in operation, and two which completed the pretest.

Table 3  
COMMERCIAL STORES' RESPONSES

| <u>State</u>   | <u>Number<br/>Chosen<br/>for<br/>Contact</u> | <u>Total*</u> | <u>Number of Usable Completions*</u> |                                      |                                      |                    |                |
|----------------|--|---------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------|----------------|
|                |  |               | <u>General<br/>Gift<br/>Shops</u>    | <u>Traders<br/>and<br/>Retailers</u> | <u>Indian<br/>Products<br/>Shops</u> | <u>Wholesalers</u> | <u>Unknown</u> |
| Alabama        | 0  | 0             |                                      |                                      |                                      |                    |                |
| Arkansas       | 0  | 0             |                                      |                                      |                                      |                    |                |
| Florida        | 6  | 3             | 1                                    |                                      | 2                                    |                    |                |
| Georgia        | 4  | 2             | 1                                    |                                      | 1                                    |                    |                |
| Kentucky       | 3  | 2             |                                      | 1                                    | 1                                    |                    |                |
| Louisiana      | 2  | 1             |                                      | 1                                    |                                      |                    |                |
| Mississippi    | 0  | 0             |                                      |                                      |                                      |                    |                |
| Missouri       | 15   | 9             | 1                                    | 2                                    | 5                                    | 1                  |                |
| North Carolina | 0  | 0             |                                      |                                      |                                      |                    |                |
| Oklahoma       | 23   | 17            | 5                                    | 4                                    | 6                                    |                    | 2              |
| South Carolina | 0  | 0             |                                      |                                      |                                      |                    |                |
| Tennessee      | 1  | 0             |                                      |                                      |                                      |                    |                |
| Texas          | 12   | 3             | 1                                    |                                      | 2                                    |                    |                |
| Virginia       | 1  | 0             |                                      |                                      |                                      |                    |                |
| Total          | 67   | 37            | 9                                    | 8                                    | 17                                   | 1                  | 2              |

\*All usable completions currently sell Indian products. Reasons for noncompletions include 11 out of business or with no phone, seven not available, five not appropriate business, four not eligible, and three refused.

in the survey results and analysis. Table 2 shows a breakdown by state of the respondents and their degree of survey completion. Of the 67 respondents chosen from the Yellow Pages, only 37 completed the questionnaire. Table 3 shows a breakdown by state of the respondents chosen for contact, the completions, and the completions by type of business.

Table 4 shows a breakdown of completed questionnaires by state and by type of business operation. Although results were not obtainable for each state in all categories, at least one completion was made for each state. Of the 102 completions, 32 were from Oklahoma where many Indians live. Other states with more than a 10% contribution include Florida, Missouri, and Texas.

Table 4  
SURVEY COMPLETIONS BY STATE  
AND TYPE OF OPERATION

| State          | Total | Type of Operation |                    |                       |                       |             |         |
|----------------|-------|-------------------|--------------------|-----------------------|-----------------------|-------------|---------|
|                |       | Museum Shops      | General Gift Shops | Traders and Retailers | Indian Products Shops | Wholesalers | Unknown |
| Alabama        | 1     | 1                 |                    |                       |                       |             |         |
| Arkansas       | 4     | 4                 |                    |                       |                       |             |         |
| Florida        | 11    | 8                 | 1                  |                       | 2                     |             |         |
| Georgia        | 2     | 0                 | 1                  |                       | 1                     |             |         |
| Kentucky       | 7     | 5                 |                    | 1                     | 1                     |             |         |
| Louisiana      | 3     | 2                 |                    | 1                     |                       |             |         |
| Mississippi    | 3     | 3                 |                    |                       |                       |             |         |
| Missouri       | 13    | 4                 | 1                  | 2                     | 5                     | 1           |         |
| North Carolina | 4     | 4                 |                    |                       |                       |             |         |
| Oklahoma       | 32    | 15                | 5                  | 4                     | 6                     |             | 2       |
| South Carolina | 1     | 1                 |                    |                       |                       |             |         |
| Tennessee      | 1     | 1                 |                    |                       |                       |             |         |
| Texas          | 17    | 14                | 1                  |                       | 2                     |             |         |
| Virginia       | 3     | 3                 |                    |                       |                       |             |         |
| Total          | 102   | 65                | 9                  | 8                     | 17                    | 1           | 2       |

## Results of the Survey

The responses to the market survey are reported in a series of tables presented in this section. The survey cannot be validated statistically due to the scope of the project. As stated earlier, we selected all museum shops indicating that they sold craft items and/or Indian items in The Official Museum Directory 1980. We also used all listings found under "Indian Goods" in the Yellow Pages for numerous cities throughout the Southeast.

For purposes of evaluation, we divided the study area into three sub-regions: Southcentral (Missouri, Oklahoma, and Texas), Southeast (Arkansas, Kentucky, Louisiana, Mississippi, and Virginia), and Georgia and environs (Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee). This regionalization was justified because the group of Creek Indians under study were located in Georgia. By dividing the region into market areas, we could determine at what distances from the point of production the major demands were located.

Table 5 summarizes the responses to the questionnaire. Of the 104 establishments that responded, 75 (72%) did sell American Indian products while 29 (28%) did not. All of those not selling Indian products were museum stores. In all, 65 (62%) of the respondees were museum shops while 39 (38%) were commercial stores.

The geographic distribution of the respondees was far from uniform. Sixty-two (60%) were in the states classified as "Southcentral," 20 (19%) were in the "Southeast," and 22 (21%) were in the "Georgia" area. Of the museum shops in the Southcentral area, 73% sold Indian products, while only 41% of the southeastern museums and only 33% of the Georgia area museums were marketing Indian products. A rather obvious conclusion of the survey is that the states labeled "Southcentral," particularly Texas and Oklahoma, had substantially more interest in Indian products than those in the Southeast or Georgia areas.

We asked the museum shops that did not currently sell Indian products whether they would be willing to sell them. As Table 5 shows, 21 stores (63%) responded positively. The museums in the southeastern area were especially interested.

Table 5  
ESTABLISHMENTS SELLING INDIAN PRODUCTS

Question

Do you sell American Indian products?

| <u>Answers</u> | <u>Total</u> | <u>Museum Shops</u> |           |           |          | <u>Commercial Stores</u> |           |           |          |
|----------------|--------------|---------------------|-----------|-----------|----------|--------------------------|-----------|-----------|----------|
|                |              | <u>Total</u>        | <u>SC</u> | <u>SE</u> | <u>G</u> | <u>Total</u>             | <u>SC</u> | <u>SE</u> | <u>G</u> |
| Yes            | 75           | 36                  | 24        | 7         | 5        | 39                       | 29        | 3         | 7        |
| No             | 29           | 29                  | 9         | 10        | 10       | 0                        | 0         | 0         | 0        |

Question

If you do not now sell American Indian products, are you willing to sell them?

| <u>Answers</u> | <u>Total</u> | <u>Museum Shops</u> |           |           |          | <u>Commercial Stores</u> |           |           |          |
|----------------|--------------|---------------------|-----------|-----------|----------|--------------------------|-----------|-----------|----------|
|                |              | <u>Total</u>        | <u>SC</u> | <u>SE</u> | <u>G</u> | <u>Total</u>             | <u>SC</u> | <u>SE</u> | <u>G</u> |
| Yes            | 21           | 21                  | 5         | 9         | 7        | 0                        | 0         | 0         | 0        |
| No             | 11           | 11                  | 5         | 1         | 5        | 0                        | 0         | 0         | 0        |

SC - Southcentral states of Missouri, Oklahoma and Texas.

SE - Southeastern states of Arkansas, Kentucky, Louisiana, Mississippi, and Virginia.

G - Georgia and environs, including the states of Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee.

We were curious to gain whatever insight we could into the marketability of Indian products. We asked establishments currently involved in their sale to disclose whether sales were increasing, remaining constant, or decreasing. Of the questions asked, we felt that this was the most subjective and the one most vulnerable to the optimistic or pessimistic nature of the store managers. Thus, the responses may bear little resemblance to any objective market reality.

Table 6 shows that most of the establishments felt that sales were either increasing (48%) or remaining the same (32%). Thus most establishments were nonpessimistic. In the subregional analysis, the general nonpessimistic attitude remains true among all museum stores and commercial stores in the southcentral region. However, the handful of commercial stores in the

Southeast and Georgia areas have greater reservations; 50% in the Southeast and 40% in the Georgia area stated that sales were decreasing. Of the total number of establishments, both museum shops and commercial stores, selling Indian products in the Southeast and Georgia areas, only 40% felt that sales were increasing. This pessimistic view is a matter of concern due to the relative scarcity of establishments selling Indian products near the southwest Georgia Creek tribe.

---

Table 6  
OUTLOOK FOR SALES OF  
INDIAN PRODUCTS

Question

Do you think sales of American Indian products are increasing, decreasing, or remaining the same?

| <u>Answers</u>     | <u>Total</u> | <u>Museum Shops</u> |           |           |          | <u>Commercial Stores</u> |           |           |          |
|--------------------|--------------|---------------------|-----------|-----------|----------|--------------------------|-----------|-----------|----------|
|                    |              | <u>Total</u>        | <u>SC</u> | <u>SE</u> | <u>G</u> | <u>Total</u>             | <u>SC</u> | <u>SE</u> | <u>G</u> |
| Increasing         | 34           | 18                  | 13        | 4         | 1        | 16                       | 13        | 2         | 1        |
| Remaining the same | 23           | 12                  | 6         | 3         | 3        | 11                       | 9         | 0         | 2        |
| Decreasing         | 14           | 3                   | 3         | 0         | 0        | 11                       | 7         | 2         | 2        |

SC - Southcentral states of Missouri, Oklahoma, and Texas.

SE - Southeastern states of Arkansas, Kentucky, Louisiana, Mississippi, and Virginia.

G - Georgia and environs, including the states of Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee.

---

In order to further characterize the current Indian market, we asked the establishments selling Indian products what types they sell and which of these have the best sales. Table 7 reports how many of the establishments sell the items of special interest in our survey -- jewelry, quilts, and blankets. Jewelry is a product in 74% of the establishments, while only 10% sell quilts, and 40% sell blankets. In general, the three items are sold less often by the museum shops questioned than by the commercial stores.

The regional analysis reveals that while most establishments in the Southeast and Georgia areas sell jewelry, very few sell quilts or blankets.



In fact, no stores in either region sell quilts and only four (25%) sell blankets. Most of those interviewed sell Western Indian blankets. A few sell Cherokee blankets, but none mentioned anything about Creek blankets. The Creek consultant, Peggy McCormick, reported that several craftsmen in her area were making Creek blankets; however, no one we questioned was familiar with such a product.

---

Table 7  
TYPES OF INDIAN PRODUCTS SOLD BY ESTABLISHMENT

Question

Do you sell American Indian jewelry?

| <u>Answers</u> | <u>Total</u> | <u>Museum Shops</u> |           |           |          | <u>Commercial Stores</u> |           |           |          |
|----------------|--------------|---------------------|-----------|-----------|----------|--------------------------|-----------|-----------|----------|
|                |              | <u>Total</u>        | <u>SC</u> | <u>SE</u> | <u>G</u> | <u>Total</u>             | <u>SC</u> | <u>SE</u> | <u>G</u> |
| Yes            | 63           | 28                  | 21        | 4         | 3        | 35                       | 27        | 3         | 5        |
| No             | 22           | 20                  | 16        | 3         | 1        | 2                        | 1         | 0         | 1        |

Question

Do you sell American Indian quilts?

| <u>Answers</u> | <u>Total</u> | <u>Museum Shops</u> |           |           |          | <u>Commercial Stores</u> |           |           |          |
|----------------|--------------|---------------------|-----------|-----------|----------|--------------------------|-----------|-----------|----------|
|                |              | <u>Total</u>        | <u>SC</u> | <u>SE</u> | <u>G</u> | <u>Total</u>             | <u>SC</u> | <u>SE</u> | <u>G</u> |
| Yes            | 7            | 2                   | 2         | 0         | 0        | 5                        | 5         | 0         | 0        |
| No             | 65           | 33                  | 21        | 7         | 5        | 32                       | 23        | 3         | 6        |

Question

Do you sell American Indian blankets?

| <u>Answers</u> | <u>Total</u> | <u>Museum Shops</u> |           |           |          | <u>Commercial Stores</u> |           |           |          |
|----------------|--------------|---------------------|-----------|-----------|----------|--------------------------|-----------|-----------|----------|
|                |              | <u>Total</u>        | <u>SC</u> | <u>SE</u> | <u>G</u> | <u>Total</u>             | <u>SC</u> | <u>SE</u> | <u>G</u> |
| Yes            | 29           | 6                   | 5         | 0         | 1        | 23                       | 20        | 0         | 3        |
| No             | 44           | 29                  | 19        | 7         | 3        | 15                       | 9         | 3         | 3        |

SC - Southcentral states of Missouri, Oklahoma, and Texas.

SE - Southeastern states of Arkansas, Kentucky, Louisiana, Mississippi, and Virginia.

G - Georgia and environs, including the states of Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee.

---

In summary, while Indian jewelry items are quite popular, blankets, and especially quilts, are much more difficult to market. Creek-designed

blankets would have to compete with the omnipresent and ever-popular Navajo blanket. Since knowledge of Creek blankets is quite restricted, an effective promotional campaign would need to complement the marketing of the blankets.

The products studied can be made with varying degrees of handcrafting. We devised three descriptions for method of production: 1) Handmade, 2) Machine-made by craftsmen, and 3) Factory-made. Table 8 summarizes the methods of production for jewelry, quilts, and blankets. An extreme preference for handcrafted items exists. Museum shops and commercial stores exhibit an almost identical affinity for handmade items. Of total responses, only 16% of museum shops and only 14% of commercial stores would purchase factory-made Indian jewelry. No establishments would buy factory-made Indian quilts or blankets and only one commercial store would buy Indian blankets

---

Table 8  
WORKMANSHIP OF PRODUCTS SOLD

Question

Is your jewelry...

| <u>Answers</u>                   | <u>Total</u> | <u>Museum Shops</u> | <u>Commercial Stores</u> |
|----------------------------------|--------------|---------------------|--------------------------|
| Handmade? (yes)                  | 61           | 28                  | 33                       |
| Machine-made by craftsmen? (yes) | 32           | 14                  | 18                       |
| Factory-made? (yes)              | 16           | 8                   | 8                        |

Question

Are your quilts...

| <u>Answers</u>                   | <u>Total</u> | <u>Museum Shops</u> | <u>Commercial Stores</u> |
|----------------------------------|--------------|---------------------|--------------------------|
| Handmade? (yes)                  | 7            | 2                   | 5                        |
| Machine-made by craftsmen? (yes) | 0            | 0                   | 0                        |
| Factory-made? (yes)              | 0            | 0                   | 0                        |

Question

Are your blankets...

| <u>Answers</u>                   | <u>Total</u> | <u>Museum Shops</u> | <u>Commercial Stores</u> |
|----------------------------------|--------------|---------------------|--------------------------|
| Handmade? (yes)                  | 28           | 6                   | 22                       |
| Machine-made by craftsmen? (yes) | 1            | 0                   | 1                        |
| Factory-made? (yes)              | 0            | 0                   | 0                        |

machine-made by craftsmen. The marked preference for skilled craftsmen engaged in handmaking Indian products indicates that any new Indian enterprise would need to train its tribal members or identify and employ those with the necessary skills.

In order to determine whether interest in products with Creek designs exists, we asked all enterprises currently selling or willing to sell Indian products if they would buy Creek jewelry, quilts, or blankets from a new source. Tables 9, 10, and 11 summarize the responses of the establishments interviewed.

Table 9 shows that 63% of the establishments said they would purchase jewelry produced by Creek Indians. The regions surveyed had fairly similar preferences; 62% of those in the Georgia area, 65% of those in the Southeast, and 55% of those in the Southcentral region were interested in purchasing jewelry. There was also no discernible difference in the preferences of museum shops and commercial stores.

One indicator of the relative attractiveness of Creek jewelry is the difference in the percentage of stores selling Indian jewelry and the percentage that expressed interest in purchasing Creek jewelry. Referring back to Table 7, 74% of the surveyed establishments sell Indian jewelry, yet only 63% of establishments interested in or currently selling Indian products are willing to purchase Creek jewelry. However, this difference is not

---

Table 9  
INTEREST IN PURCHASING CREEK INDIAN JEWELRY

Question

Would you buy jewelry with Creek Indian designs from a new source?

| <u>Answers</u> | <u>Total</u> | <u>Museum Shops</u> |           |           |          | <u>Commercial Stores</u> |           |           |          |
|----------------|--------------|---------------------|-----------|-----------|----------|--------------------------|-----------|-----------|----------|
|                |              | <u>Total</u>        | <u>SC</u> | <u>SE</u> | <u>G</u> | <u>Total</u>             | <u>SC</u> | <u>SE</u> | <u>G</u> |
| Yes            | 57           | 34                  | 18        | 10        | 6        | 23                       | 18        | 1         | 4        |
| No             | 33           | 18                  | 10        | 4         | 4        | 15                       | 11        | 2         | 2        |

SC - Southcentral states of Missouri, Oklahoma, and Texas.

SE - Southeastern states of Arkansas, Kentucky, Louisiana, Mississippi, and Virginia.

G - Georgia and environs, including the states of Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee.

Table 10  
INTEREST IN PURCHASING CREEK INDIAN QUILTS

Question

Would you buy quilts with Creek Indian designs from a new source?

| <u>Answers</u> | <u>Total</u> | <u>Museum Shops</u> |           |           |          | <u>Commercial Stores</u> |           |           |          |
|----------------|--------------|---------------------|-----------|-----------|----------|--------------------------|-----------|-----------|----------|
|                |              | <u>Total</u>        | <u>SC</u> | <u>SE</u> | <u>G</u> | <u>Total</u>             | <u>SC</u> | <u>SE</u> | <u>G</u> |
| Yes            | 25           | 12                  | 6         | 5         | 1        | 13                       | 11        | 1         | 1        |
| No             | 65           | 40                  | 22        | 9         | 9        | 25                       | 18        | 2         | 5        |

SC - Southcentral states of Missouri, Oklahoma, and Texas.

SE - Southeastern states of Arkansas, Kentucky, Louisiana, Mississippi, and Virginia.

G - Georgia and environs, including the states of Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee.

Table 11  
INTEREST IN PURCHASING CREEK INDIAN BLANKETS

Question

Would you buy blankets with Creek Indian designs from a new source?

| <u>Answers</u> | <u>Total</u> | <u>Museum Shops</u> |           |           |          | <u>Commercial Stores</u> |           |           |          |
|----------------|--------------|---------------------|-----------|-----------|----------|--------------------------|-----------|-----------|----------|
|                |              | <u>Total</u>        | <u>SC</u> | <u>SE</u> | <u>G</u> | <u>Total</u>             | <u>SC</u> | <u>SE</u> | <u>G</u> |
| Yes            | 30           | 14                  | 8         | 4         | 2        | 16                       | 13        | 1         | 2        |
| No             | 57           | 35                  | 19        | 10        | 6        | 22                       | 16        | 2         | 4        |

SC - Southcentral states of Missouri, Oklahoma, and Texas.

SE - Southeastern states of Arkansas, Kentucky, Louisiana, Mississippi, and Virginia.

G - Georgia and environs, including the states of Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee.

especially significant. The responses indicate that a substantial interest in Creek jewelry exists.

Table 10 shows that 28% of the establishments surveyed expressed an interest in purchasing quilts produced by Creek Indians. This level of interest is substantial since only 11% of those surveyed currently sell Indian-made quilts. The percent of interest in Creek quilts was less in the Georgia area than in the other two areas of study. Differences between

museum shops and commercial stores are significant; 23% of museum shops and 34% of commercial stores expressed interest.

Table 11 shows that 35% of those surveyed expressed a willingness to purchase blankets made by Creek Indians. Interregional differences are not significant, considering the size of the sample. Commercial stores had greater interest in Creek blankets (42% responded positively) than museum stores (only 29% expressed interest).

Numerous establishments have stated an interest in marketing Creek quilts and blankets. They expected a high degree of craftsmanship: 88% said they would not buy factory-made blankets or quilts; 71% said they would not buy blankets or quilts machine-made by craftsmen.

We also asked the establishments what other products made by Creeks they would be willing to sell. Table 12 shows the relative ranking of preferences for products mentioned. The three most popular items are pottery, baskets, and souvenirs. Indian artwork, including sand paintings, were also mentioned fairly often.

Table 13 shows the standards of authenticity required by the establishments surveyed. Except for certification by the U.S. Indian Arts and Crafts

Table 12

OTHER CREEK INDIAN PRODUCTS OF INTEREST TO RESPONDENTS

| Items                         | Total Times Mentioned<br>by Respondents |                 |                      | Ranking of Times<br>Mentioned by Respondents |                 |                      |
|-------------------------------|---|-----------------|----------------------|--|-----------------|----------------------|
|                               | Total                                   | Museum<br>Shops | Commercial<br>Stores | Total  | Museum<br>Shops | Commercial<br>Stores |
| Pottery                       | 24                                      | 19              | 5                    | 1  | 1               | 4                    |
| Baskets                       | 21                                      | 12              | 9                    | 2  | 3               | 1                    |
| Souvenirs                     | 20                                      | 14              | 6                    | 3  | 2               | 3                    |
| Paintings<br>(including sand) | 9                                       | 2               | 7                    | 4  | 5               | 2                    |
| Dolls                         | 6                                       | 5               | 1                    | 5  | 4               |                      |
| Beadwork                      | 4                                       |                 |                      | 6  |                 |                      |
| Sculpture/Figurines           | 3                                       | 2               | 1                    | 7  | 5               |                      |
| Cards/Prints                  | 3                                       | 0               | 3                    | 7  |                 | 5                    |
| Costumes/Clothes              | 3                                       | 0               | 3                    | 7  |                 |                      |

Board, the standards are generally required by most of the interviewers. The strongest requirement is that the items for sale be handcrafted.

Table 13 highlights some interesting differences between the museum stores and the commercial stores. The museum shops have much stronger requirements that the products have traditional Indian designs, but the commercial stores have more stringent requirements that the products be designed and made entirely by Indians.

---

Table 13  
REQUIREMENTS FOR AUTHENTICITY

| <u>Degree of Authenticity</u>                      | <u>Total</u> |           | <u>Museum Shops</u> |           | <u>Commercial Stores</u> |           |
|--|--------------|-----------|---------------------|-----------|--------------------------|-----------|
|  | <u>Yes</u>   | <u>No</u> | <u>Yes</u>          | <u>No</u> | <u>Yes</u>               | <u>No</u> |
| Authentic reproductions                            | 56           | 28        | 32                  | 17        | 24                       | 11        |
| Handcrafted  | 74           | 15        | 39                  | 12        | 35                       | 3         |
| Traditional Indian design                          | 61           | 28        | 42                  | 10        | 19                       | 18        |
| Certified by U.S. Indian<br>Arts and Crafts Board  | 34           | 52        | 25                  | 23        | 9                        | 29        |
| Designed by Indians                                | 66           | 19        | 35                  | 12        | 31                       | 7         |
| Made entirely by Indians                           | 67           | 21        | 32                  | 18        | 35                       | 3         |
| Culturally related to the<br>Indians who make them | 64           | 23        | 34                  | 15        | 30                       | 8         |

---

Table 13 supports earlier observations about the demand for handcrafted, quality products. Several of the interviewees commented at the end of the interview that they needed well-made products of high quality. The major requirement on the part of the Creeks in Georgia is to identify skilled craftsmen or establish a training program.

The general conclusions from the survey are as follows:

- 1) Of the states surveyed, Texas and Oklahoma had the largest number of commercial and museum markets for Indian products.
- 2) Many shops in museums that had exhibits or information on Indians did not sell Indian products; however, most would be willing to sell them.
- 3) The general outlook of the Indian products' market is optimistic; however, in states in the Southeast (including Georgia), a more pessimistic viewpoint pervades.

- 4) Most Indian product stores sell jewelry, many sell blankets, but few sell quilts.
- 5) There is an emphasis on the handcrafted aspect of all products.
- 6) Stores were very interested in buying jewelry with Creek designs. There was also a surprisingly high interest in Creek quilts and blankets. However, interest in the Southeast and Georgia is substantially less than in Texas and Oklahoma. The stores expect a high degree of handcraftsmanship in the products. They also expect the products to be produced by Indians and to reflect in some manner the culture of those who make them.
- 7) Those interviewed were interested in several other products the Creeks could produce. Their major interests were in pottery, baskets, and souvenirs.

In light of the survey, the initial concept of the project changed. We had begun with the idea of identifying products that had market potential and reflected the Creek heritage. We planned to formulate an initial design for a manufacturing plant to produce whichever of the three original products looked best from a marketing viewpoint.

The main findings in the survey were that the products needed to be handcrafted and that a demand for all three products did exist throughout the region. The demand was much stronger in the Southcentral states than in the states bordering the tribe itself.

## ECONOMIC FEASIBILITY OF CREEK PRODUCTS

At this stage in the development of marketable Creek cultural items, the market survey really has much more significance than the analysis of production costs. The market survey indicates baskets, jewelry, pottery, and quilts of Creek origin have a good potential demand. This indicated demand is of key importance for future evaluation of potential economic enterprises for the southwest Georgia Creeks, and other Creek Indians as well. Therefore, a cost analysis of these most easily marketable products has been performed.

The cost analysis for each craft includes equipment, materials, labor, space rentals, and utilities. For each of these items, the most nominal amount is used in the analysis. Of course, before any entrepreneurial venture is undertaken, actual costs, including current prices and available rental space, should be reviewed.

Initial equipment needs as well as replacement equipment are described. Because none of the initial equipment costs is extremely high, these costs have been shown only in the first year of operations. Only minimum amount and quality of equipment have been used in the analysis.

Materials are included at the lowest possible cost and with no consideration for quality defects. A standard salary of \$10,000 is used throughout. This is above minimum wage, but no benefits have been included. Each craft operation needs a minimum amount of space, so the same rental charge is used for each analysis. Utilities are set at a minimum, but with consideration for the needs of each operation.

In addition, these analyses include only production costs and do not include any costs of marketing, packaging, or transportation. Transportation costs will vary greatly according to the distance and mode of transportation chosen. Marketing costs will also vary according to the method chosen. Of course, these costs would be eliminated if there were a high local demand. Additional savings might be had if the crafts were made in homes and if the craftsmen were willing to work for less than \$10,000 per year. One final note: no consideration has been given to training the craftsman. Any needed training costs would be in addition to the itemized production costs.



## Baskets

Traditional handmade baskets are made of honeysuckle, pine needles, river cane, split hickory, or split white oak. The finest quality is the double woven river cane basket. It requires a high level of skill and river cane which is becoming very scarce. Honeysuckle and pine needle baskets are less popular than split hickory or split white oak. Consequently, for purposes of analysis the split white oak basket has been chosen.

To make a split white oak basket, one must first find a good, straight 6" white oak sapling and chop it down. The branches are trimmed to leave the 8' to 10' trunk. The trunk is split in quarters, then eighths, and then splits 1/2" to 1/8" wide. These splits are whittled until they are smooth. This takes about 75 hours of work and will yield enough splits for three 12" X 15" baskets. Roots for dyes are usually gathered in the fall all at one time. For purposes of this analysis, one day's time is allocated. Next, the splits are boiled for about 24 hours in the dye. About two days' time is needed to weave one basket. It takes about 155 hours to complete three baskets.

Most craftsmen who make these baskets get about fifty cents per hour for their labor and thus, can sell a basket for about \$25. Using the following industrial analysis, each basket would have to be sold for \$290.67 to meet costs. The equipment needed includes a \$16 ax, an \$8 pruning saw, a \$13 whittling knife, and a \$39 large tub. There is no cost for materials. The salary is set at \$10,000 per year. Space rental at \$75 per month, and utilities at \$30 per month. Although materials and equipment are negligible, it is easy to see that a commercial operation cannot compete with the fifty cents per hour of the home craftsman.

## Jewelry

The most easily marketable product is jewelry. The cost analysis for this product focuses on the initial equipment and facility needs and identifies the requirements for a well-equipped jeweler's shop. The itemized list is shown in Table 14. The total cost is just under \$1300, which is a very small investment. In a well-used, successful shop, the equipment and

especially the tools would have to be replaced fairly often. Thus, equipment alone may require an additional annual investment of \$1000.

The major costs for jewelers are the metals and gems that make up the final product. These are bought in a somewhat risky arrangement under the assumption that the piece of jewelry will sell quickly. Of course, if the items never sell, the gems and metal can be separated and resold or remade. The amount of metal and gems in an item is directly related to its design. A modest man's ring might have 1/3 oz. silver and three oval coral gemstones, each five millimeters by three millimeters. The cost of the coral in the January 1980 Swest, Inc. catalog is \$3. The silver would add about \$3 more. Thus, the materials alone would cost \$6 for this one item. Varying the type of gemstones and metal will alter this price. The number of items a jeweler can produce and sell in a year will determine the yearly investment in materials. For instance, if the jeweler makes 10 items each weekday, he or she will produce about 2500 items in a year. If the average cost of materials is that indicated for the ring mentioned above, annual costs for gemstones and metals will be \$15,000.

The space requirements are almost inconsequential. A jeweler can operate out of a small room. A monthly rental of \$75 is assumed, which is probably higher than most Indian artisans pay; most work out of their homes. However, monthly space rental costs could range from nothing to \$900. Utilities, including lights, heating, cooling, water, and sewage may average \$30 per month.

The labor cost is a function of the craftsman's salary and productivity. Using an annual salary of \$10,000 and production of 2500 items, the average labor cost associated with each item is \$4. Combining the labor costs with the other costs, the first-year cost of producing the ring might be \$11.07. This would decrease to \$10.95 in the years following the initial investment in equipment.

Of course, this estimate contains a considerable amount of variance, but the basic relationship between cost components will remain. Material costs will be quite high, unless lower grades of metal and stones are used. Even if they are, materials will comprise a major cost element. Labor costs will also be high. If the productivity of the jeweler were 40 items per day, the

Table 14  
JEWELER'S SHOP EQUIPMENT COST

| <u>Item</u>                | <u>Cost</u> | <u>Item</u>               | <u>Cost</u> |
|----------------------------|-------------|---------------------------|-------------|
| Workbench                  | \$245.00    | Ring file                 | \$ 5.55     |
| Bench pin                  | 6.00        | File cleaner              | 2.45        |
| Lighting                   | 71.75       | Triangular file           | 4.15        |
| Sink and plumbing          | 94.00       | Jeweler's needle file set | 22.65       |
| Polisher                   | 125.00      | Round file                | 3.30        |
| Splash pans                | 69.00       | Pickle container          | 6.85        |
| Shallow pan                | 2.00        | Glass jars                | 10.40       |
| Bits                       | 17.60       | Felt hand buff            | 4.00        |
| Minidrill                  | 77.00       | Inside ring buff          | 3.00        |
| Handpiece                  | 34.50       | Threaded tapered spindles | 6.40        |
| Propane torch              | 25.00       | Sewn muslin buff (6")     | 3.60        |
| Jeweler's saw              | 7.70        | Unsewn muslin buff (6")   | 5.56        |
| Blades                     | 55.50       | Knife edge lap            | 2.10        |
| Two oz. ball               | 4.40        | Copper pickle tongs       | 2.50        |
| Riveting hammer            | 6.00        | Flux                      | 8.00        |
| Rawhide mallet             | 8.20        | Flux brush                | 2.00        |
| Third hand                 | 6.75        | Wire                      | 2.50        |
| Ring mandrel               | 13.20       | Pickling compound         | 3.20        |
| Bernard pliers             | 7.15        | Emery paper               | 6.00        |
| Plier kit                  | 34.95       | Polishing compound        | 1.50        |
| Jeweler's shears           | 9.00        | Rouge                     | 6.55        |
| Asbestos pad (6"X6")       | 1.90        | Beeswax                   | 14.00       |
| Charcoal blocks            | 10.00       | Goggles                   | 3.10        |
| Steel bench (3"X3")        | 10.30       | Masks                     | 7.00        |
| X-acto knife set           | 2.20        | Aprons                    | 4.60        |
| Needle scribing tool       | 1.95        | Waxworking tools          | 6.25        |
| Calibrated steel ruler     | 1.10        | Ring gauge                | 9.60        |
| Spring loaded center punch | 8.90        | Optivisor                 | 19.50       |
| Flat hand file             | 3.30        | Scale                     | 160.00      |
|                            |             | TOTAL EQUIPMENT           | \$1,295.66  |

labor costs would decline to \$1 per item. This level of production would significantly improve the economics of jewelry manufacture. If productivity declines, the jewelry would not be competitive unless the jeweler accepts a lower salary.

In conclusion, the initial investment in plant and equipment for handmade jewelry is low. The major cost elements outside the jeweler's labor are for the materials that comprise the jewelry itself. It is of utmost importance for the craftsman to identify good sources of materials at good prices. The craftsman must strive to increase productivity in order to make a competitive item.

### Pottery

The market study revealed a reasonable demand for Creek pottery. The cost analysis for this product focuses on the initial equipment and facility needs and identifies the requirements for a well-equipped potter's shop. Compared with jewelry, pottery requires a similar level of investment in equipment and other costs, but offers substantial reduction in material costs.

The major variable in equipment costs is the kiln for firing the pottery. Options include open-pit firing, electric firing, and gas firing. Open-pit firing is the traditional method. The pieces are well-covered and stacked against a rock or adobe wall. Fuel, such as wood, corn stalks, or even dried animal dung, is burned to fire the pottery. Labor is the primary cost factor of this technique. It should be noted that this method is relatively uncommon in the United States today. Modern pottery firing is usually achieved with an electric or gas-fired kiln. These kilns require less labor and are more practical than the open-pit method for the individual potter or small pottery studio. An electric kiln costs about \$650, while a gas-fired kiln would cost \$2500.

Another major equipment cost for a potter is the throwing wheel. Options include the electric wheel, which turns automatically, and the kick-wheel, which the potter propels. The electric wheel costs \$395, while the kick-wheel costs about \$500. Throwing pottery on a wheel requires a good bit

of training. Of course, some pottery techniques do not require throwing. The use of ceramic molds is an inexpensive, but less traditional method. Pottery can also be created using a coil technique, which requires much more skill and training than using a wheel.

A pottery studio requires other tools, including clay cutters, scalpels, and other sculpturing devices; a kneading board for the clay; a device for reconstituting used clay into useable clay; and an ample supply of containers. To equip a studio well with these items would cost approximately \$200 to \$300.

Thus, an initial equipment investment cost would be at least \$1,245. Annual equipment replacement costs would range from \$250 to \$660.

The material costs for pottery are very inexpensive. A 25-pound clump of clay costs \$4. The associated slips and glazes that color the pottery would, at most, double this cost. A typical cup contains about 1 1/2 pounds of clay, while a bowl contains 2 1/2 pounds. Thus, the costs of materials for a cup would be about 50 cents, while the costs for a bowl would be about 80 cents.

This analysis assumes an annual salary of \$10,000 for the potter. The space requirements for making pottery are small. Some potters work out of their homes. This study assumes a monthly rental of \$75. However, some space rentals might cost much more. Because of equipment usage, utilities are expected to average nearly \$47 per month.

The minimum total first-year costs for a one-person studio would be about \$13,957.32. The second year might run \$12,962.32. Thus, a pottery production outfit is not a major investment. If the potter were to make 10 pots each working day, the approximate labor cost per pot would be \$4. The equipment, materials, rent, and utilities cost would be about \$1.58 per small pot the first year, and \$1.18 in succeeding years. Thus, the minimum approximate cost of producing a small piece of pottery would be \$5.58 the first year and \$5.18 in succeeding years. If the potter's production were less or greater than estimated here or if larger items were produced, the production cost would change accordingly.

## Quilts

In the past few years quilts have become very popular. However, their high cost makes them difficult to sell.

The major piece of equipment needed for quilting is a quilting frame. The Cotton Pickin Shop in Tucker, Georgia, has a source who will make a frame for \$30. In addition, a chair at \$25, a good pair of scissors at \$10, and numerous pins and needles at roughly \$5 per year, would be needed. Thus, the total first-year equipment needs would be \$70, and the annual additional investment would be \$5.

Materials at wholesale for a standard size 90" X 100" quilt would include 14 yards of fabric at \$1.75 per yard, 7 yards of batting at \$1.94 per yard and 2 spools of thread at 45 cents each. This makes a total of \$38.46 in material costs per quilt. An estimated 50 hours is needed to complete one standard size quilt. At this rate 40 quilts might be made by one craftsman in a year. Thus materials costs for one year might total \$1,538.40.

Salary for a year's work is estimated at \$10,000. The space needed for quilting is a room large enough to spread out the quilt plus storage space for materials. This space might cost \$75 per month. Utilities needed would be lights, heat, and air conditioning, and are estimated to average \$25 per month.

Thus, the total cost for making 40 quilts is estimated to be \$12,808.40 for the first year and \$12,743.40 for succeeding years. This translates to an approximate production cost of \$320.21 per quilt the first year and \$318.59 for succeeding years. Seventy-eight percent of the annual cost is for salary. If productivity could be improved, or if the artisan chooses to work for less than \$10,000 per year, significant reductions in cost might be achieved.

## RECOMMENDATIONS

The study of items for Creek Indian manufacture has accumulated a set of conclusions and observations discussed in this report. Based on our results, we make the following recommendations:

- 1) The tribe should consider the manufacture and sale of the following items: jewelry, baskets, pottery, and quilts. Persons wanting to handcraft these items as commercial craftsmen should estimate their productivity, salary requirements, material costs, and equipment needs.
- 2) Those persons already engaged in producing Indian items should select samples in preparation for a promotional program. They should estimate the prices they would charge wholesalers.
- 3) The promotional program should emphasize the authenticity, talented craftsmanship, and cultural significance of the items. Several initial outlets should be identified and contacted with the literature and samples comprising the promotional program.
- 4) If significant interest develops in the program, the craftsman should make certain that agreeable suppliers are well supplied with the handcrafted items. In the Southcentral region, other Creek Indians will be the main buyers.<sup>1/</sup> In the Southeast and Georgia areas, non-Indians will comprise the major market.
- 5) If demand grows, training programs for other Creeks, as well as diversification into other products, should be considered.

---

<sup>1/</sup> Interview with Bruce Shackelford, Creek Indian Museum, Oklahoma.

## BIBLIOGRAPHY

- Allen, Edith Louise. Rugmaking Craft. Peoria IL: Manual Arts Press, 1945.
- The American Association of Museums. The Official Museum Directory 1980. Skokie IL: National Register Publishing Co., Inc., 1979.
- "Apache Capitalism." Forbes, August 15, 1977, p. 105.
- Atwater, Mary M. Hand Woven Rugs. Salt Lake City: By the Author, 6120 South 23rd East, 1948.
- Ayres, Mary Ellen. "Federal Indian Policy and Labor Statistics: A Review Essay." Monthly Labor Review, 101 (April, 1978), 22-7.
- "A Backlash Stalks the Indians." Business Week, September 11, 1978, pp. 153+.
- Bahti, Tom. An Introduction to Southwestern Indian Arts and Crafts. Las Vegas: KC Publications, 1966.
- "Bed Styles, Energy Pinch Make Comforter Sales Soar." Retailing Home Furnishings, September 5, 1977, pp.23.
- Berdie, Douglas R., and John F. Anderson. Questionnaires: Design and Use. Metuchen NJ: The Scarecrow Press, Inc., 1974.
- Berg, Vernerd, and Rock Indermill, Curators, Ocmulgee National Monument, Macon, Georgia, Telephone Interview held April 25, 1980.
- Berkhofer, Robert F., Jr. The White Man's Indian: Images of the American Indian from Columbus to the Present. New York: Alfred A. Knopf, 1978.
- Beuf, Ann H. Red Children in White America. University of Pennsylvania Press, 1977.
- Boatwright, Sherry L. The McIntosh Inn and Its Place in Creek Indian History. Atlanta: Georgia Department of Natural Resources, 1976.
- Brannen, William H. Small Business Marketing: A Selected and Annotated Bibliography. Chicago: American Marketing Association, 1978.
- Branson, Branley Allen. "American Indian Crafts: A Collectors Guide." Finance Magazine, October, 1977, pp. 29-32.
- Brennan, Louis A. Artifacts of Prehistoric America. Harrisburg: Stackpole Books, 1975.
- Brody, J. J. Indian Painters and White Patrons. Albuquerque: University of New Mexico Press, 1971.



- Burland, Cottie. North American Indian Mythology. New York: Tudor Publishing Company, 1965.
- Burstinger, Irving. The Small Business Handbook: A Comprehensive Guide to Starting and Running Your Own Business. Englewood Cliffs NJ: Prentice-Hall, Inc., 1979.
- Bushnell, G. H. S. Ancient Arts of the Americas. New York: Frederick A. Praeger, 1965.
- Cahalan, Don. "Effectiveness of a Mail Questionnaire Technique in the Army." Public Opinion Quarterly, 15 (1951), 575-580.
- Cameron, George D., III. "A Note on the Legal Status of Native Americans." University of Michigan Business Review, 31 (September, 1979), 27-8.
- Cameron, Juan. "Small Business Trips Big Labor." Fortune, July 31, 1978, pp. 80-2.
- "Capital Improvements." America's Textiles Reporter Bulletin, February, 1979, p. 4.
- Catarevas, Michael. "Diggers, Developers Uncover Indian Village." Chain Store Age Executive, October, 1979, pp. 67-9.
- Caughey, John Walton. McGillivray of the Creeks. Norman: University of Oklahoma Press, 1938.
- Christopher, F. J. How to Make Rugs. London: Bear Hudson, Ltd., 1950.
- Cochran, William G. Sampling Techniques. 3rd ed. New York: John Wiley and Sons, 1977.
- Coe, Ralph T. Sacred Circles: Two Thousand Years of North American Indian Art. London: Arts Council of Great Britain, 1976.
- Collins, Robert H. "Manufacturers' Representatives for Small Firms." Journal of Small Business Management, 16 (January, 1978), 13-8.
- Conn, Richard. Native American Art in the Denver Art Museum. Seattle: Denver Art Museum, 1979.
- "Continued Growth Seen for Nonwoven Textiles." Modern Textiles, April, 1979, p. 35.
- Cooper, Patricia. "Patchwork of the Pioneer West." Historic Preservation, 31 (March, 1979), 12-17.
- Corkran, David H. The Creek Frontier, 1540-1783. Norman: University of Oklahoma Press, 1967.

- Cotterill, R.S. The Southern Indians: The Story of the Civilized Tribes before Removal. Norman: University of Oklahoma Press, 1954.
- "Crafts Today Represent a Growing Marketing Opportunity!" Stores, November 1977, p. 40.
- Crane, Verner W. The Southern Frontier: 1670-1732. The University of Michigan Press, 1929.
- Cutting/Sewing Room Equipment Co., Inc.: A Catalog. Atlanta: Cutting/Sewing Room Equipment Co., Inc., 1977.
- d'Amico, Michael F. "Marketing Research for Small Business." Journal of Small Business Management, 16 (January, 1978), 41-9.
- Dean, George. "Mazola Indian Represents Product Benefits of Corn." Advertising Age, April 16, 1979, p. S-26.
- Debo, Angie. And Still the Waters Run: The Betrayal of the Five Civilized Tribes. Princeton: Princeton University Press, 1940.
- Dockstader, Frederick T. Great North American Indians. New York: Van Nostrand Reinhold Company, 1977.
- \_\_\_\_\_. Indian Art in America. Greenwich: New York Graphic Society, n.d.
- Dommermuth, William P. The Use of Sampling in Marketing Research. Chicago: American Marketing Association, 1975.
- Doonkeen, Eula. Indian Cookbook. Alco Printing Co., 1975.
- Dowd, Merle E. How to Earn More Money from Your Crafts. Garden City: Doubleday and Company, Inc., 1976.
- Eckland, Bruce K. "Effects of Prodding to Increase Mail-Back Returns." Journal of Applied Psychology, 49, No. 3 (1965), 165-9.
- Ellis, Michael G. "Property Rights and Indian Tribal Enterprises: The Navajo Case." Arizona Business, 25 (April 1978), 15-19.
- Ferber, Robert, ed. Handbook of Marketing Research. New York: McGraw-Hill Book Company, 1974.
- Fitzrandolph, Mavis. Traditional Quilting: Its Story and Its Practice. London: B. T. Batsford, Ltd., 1954.
- Fleiss, Joseph L. Statistical Methods for Rates and Proportions. New York: John Wiley and Sons, 1973.
- Fleming, Sundar W. "Buy Minority or the Marketing Concept: A Vital Choice for Minority Business." Journal of Small Business Management, 17 (October, 1979), 18-21.

- Foreman, Grant. The Five Civilized Tribes. Norman: University of Oklahoma Press, 1934.
- Fundaburk, Emma Lila, and Mary Douglas Fundaburk Foreman, editors. Sun Circles and Human Hands: The Southeastern Indians Art and Industries. Luverne, Alabama: By the Editors, 1957.
- Genfan, Herb, and Lyn Taetzsch. How to Start Your Own Craft Business. New York: Watson-Guptill Publications, 1974.
- Gillies, D. A. An Objective Theory of Probability. London: Methuen and Co., Ltd., 1973.
- Goodrich, Frances Louisa. Mountain Homespun. New Haven: Yale University Press, 1931.
- Gross, Eugene L., Adrian R. Cancel, and Oscar Figueroa. Small Business Works!: How to Compete and Win in the Free Enterprise System. New York: AMACOM, 1977.
- Hammack, William, Commissioner, Indian Commission, Georgia Department of Community Affairs, personal interview held April 30, 1980.
- "Handicrafts for Rural Development." International Trade Forum, 15 (July-September, 1979), 27-30.
- Hechtlinger, Adelaide. American Quilts, Quilting, and Patchwork. Harrisburg: Stackpole Books, 1974.
- Hemard, Larry. Creative Jewelry Making: Techniques for Craftsmen. Garden City: Doubleday and Company, Inc., 1975.
- Hertzberg, Hazel W. The Search for an American Indian Identity: Modern Pan-Indian Movements. Syracuse University Press, 1971.
- Highwater, Jamake. "Indian Peacepaint: Canvas of a Culture." Saturday Review, November 25, 1978, pp. 30-1.
- "Home Furnishings." America's Textiles Reporter Bulletin, January, 1979, p. 28.
- Hoy, Frank, and Bobby C. Vaught. "The Rural Entrepreneur: A Study in Frustration." Journal of Small Business Management, 18 (January, 1980), 19-24.
- Hoyt, John S., Jr. Do Quantifying Adjectives Mean the Same Thing to All People?: Results of a Survey of 23 Adjectives "Frequently" Used. St. Paul: Agricultural Extension Service, University of Minnesota, 1972.
- Hudson, Charles M. Anthropology Department, University of Georgia, Athens, Georgia, telephone interview held April 25, 1980.

- \_\_\_\_\_. ed. Four Centuries of Southern Indians. Athens: The University of Georgia Press, 1975.
- \_\_\_\_\_. The Southeastern Indians. The University of Tennessee Press, 1976.
- "Indian Art: Living with the Political Realities." Art News, December, 1977, pp. 92-5.
- "Indians on March toward Self-Rule." U. S. News and World Report, March 27, 1978, pp. 72-4.
- Industrial Sewing Equipment. Marietta GA: A. C. Weber and Co., Inc., n.d.
- Inman, Thomas H. "Communication and the Small Business Manager." Journal of Small Business Mangement, 16 (July, 1978), 50-2.
- James, George Wharton. Indian Blankets and Their Makers. Chicago: A. C. McClurg and Co., 1934.
- Jones, Charles C., Jr. Monumental Remains of Georgia. Savannah: John M. Cooper and Company, 1861.
- Jones, Evan. "Indian Food: A Rich Harvest." Saturday Review, November 25, 1978, pp. 32-4.
- Josephy, Alvin M., ed. The American Heritage Book of Indians. American Heritage Publishing Co., Inc., 1961.
- Justis, Robert T., and Bill Jackson. "Marketing Research for Dynamic Small Business." Journal of Small Business Management, 16 (October, 1978), 10-20.
- Kish, Leslie. Survey Sampling. New York: John Wiley and Sons, Inc., 1965.
- Klein, Barry, ed., Reference Encyclopedia of the American Indian: Volume II, Who's Who. 3rd ed., Rye NY: Todd Publications, 1978.
- Landsman, Anne Cheek. Needlework Designs from the American Indians: Traditional Patterns of the Southeastern Tribes. New York: A. S. Barnes and Company, 1977.
- Lane, Marc J. Legal Handbook for Small Business. New York: AMACOM, 1977.
- Lanzillotti, Robert F., Gordon O. Parrish, and John A. Guthrie. Pricing, Production, and Marketing Policies of Small Manufacturers. Pullman WA: Washington State University Press, 1964.
- Larson, Lewis, Georgia State Archeologist, West Georgia College, Carrollton, Georgia, telephone interview held April 28, 1980.

- Levitan, Sar A., and William B. Johnston. Indian Giving: Federal Programs for Native Americans. Baltimore: The John Hopkins University Press, 1975.
- Lewis, Jerry L., Charles H. Sewell, and Charles L. Dickson. Identification and Evaluation of Problems and Needs of Small Manufacturing Management. Atlanta: Engineering Experiment Station, Georgia Institute of Technology, 1960.
- Light, Ivan H. Ethnic Enterprise in America: Business and Welfare among Chinese, Japanese, and Blacks. Berkeley: University of California Press, 1972.
- Loughridge, R.M., and David M. Hodge. English and Muskogee Dictionary Collected from Various Sources and Revised. Creek Mission, Indian Territory, n.d.
- Lubell, Cecil, ed. Textile Collections of the World: Vol 1, United States and Canada. New York: Van Nostrand Reinhold Company, 1976.
- MacLachlan, Don. Complete Book of Rocks, Gems and Minerals. Los Angeles: Petersen Publishing Company, 1968.
- Mann, James. "Business Breakout for America's Indians." U.S. News and World Report, May 28, 1979, pp. 68-71.
- Milfort, Louis Leclerc. Memoirs or a Quick Glance at My Travels and My Sojourn in the Creek Nation. Savannah: The Beehive Press, 1959.
- "Mill Notes." Textile Industries, March, 1979, p. 119.
- Miner, H. Craig. The Corporation and the Indian: Tribal Sovereignty and Industrial Civilization in Indian Territory, 1865-1907. Columbia: University of Missouri Press, 1976.
- Moffitt, Donald. "How Stock-Ownership Plans for Employees Can Solve Tough Problems in Small Firms." Wall Street Journal, August 7, 1978.
- National Geographic Society. The Craftsman in America. Washington, DC: National Geographic Society, 1975.
- \_\_\_\_\_. The World of the American Indian. Washington, DC: National Geographic Society, 1974.
- "Navajo Sheiks." The Economist, 269 (October, 1978), p. 51.
- Newnes Complete Needlecraft. London: Hamlyn, 1969.
- 1979 MANA Directory of Manufacturers' Agents. Irvine CA: Manufacturers and Agents National Association, 1979.
- Norbeck, Oscar E. Book of Indian Life Crafts. New York: Association Press, 1966.

"Northwest Indian Art Enjoys a New Boom." Business Week, November 6, 1978, p. 168.

Payne, Stanley L. The Art of Asking Questions. Princeton: Princeton University Press, 1951.

Paz, Octavio. In Praise of Hands: Contemporary Crafts of the World. Greenwich: New York Graphic Society, 1974.

Pezeshkpur, Changiz. "Systematic Approach to Finding Export Opportunities." Harvard Business Review, 57 (September-October, 1979), 182-4.

Prospector's Pouch, Inc.: A Catalog. Kennesaw GA: Prospector's Pouch, Inc., 1977.

"Quilts in Georgia." Antiques, 113 (June, 1978), 1224+.

Rausch, Edward N. Financial Management for Small Business. New York: AMACOM, 1979.

Robertson, W. S., and David Winslett. Muskokee or Creek First Reader. Philadelphia: Presbyterian Board of Christian Education, n.d.

Safford, Carleton L., and Robert Bishop. America's Quilts and Coverlets. New York: Weathervane Books, 1974.

Scherer, Joanna Cohan. Indians. New York: The Ridge Press, 1973.

Schmulowitz, Jack, and Richard A. Bell. "American Indian SSI Recipients in Selected Areas." Social Security Bulletin, July, 1977, pp. 42-6.

Seib, Gerald F. "Native American OPEC: Indians Awaken to Their Lands' Energy Riches and Seek to Wrest Development from Companies." Wall Street Journal, September 20, 1979.

Shackelford, Bruce M., Curator-Director, Creek Council House Museum, Okmulgee, Oklahoma, various letters, bibliographies, and telephone interviews received and held 1980.

Slonim, Morris James. Sampling in a Nutshell. New York: Simon and Schuster, 1960.

Smithsonian Institution, Bureau of American Ethnology. Forty-Second Annual Report of the Bureau of American Ethnology to the Secretary of the Smithsonian Institution, 1924-1925. Washington DC: Government Printing Office, 1928.

Smithsonian Institution, National Gallery of Art. Arts and Crafts: A Bibliography for Craftsmen. Washington DC: Smithsonian Institution, 1949.

Sommer, Elyse. Career Opportunities in Crafts. New York: Crown Publishers, 1977.

- Sorkin, Alan L. American Indians and Federal Aid. Washington DC: The Brookings Institute, 1971.
- Stanley, Sam, ed. American Indian Economic Development. The Hague: Mouton Publishers, 1978.
- "Stitchery Editor Receives Old-Time Quilting Contest." Editor and Publisher, May 28, 1977, p. 31.
- Swanton, John R. Early History of the Creek Indians and Their Neighbors. Smithsonian Institution, Bureau of American Ethnology, Bulletin 73. Washington DC: Government Printing Office, 1922.
- \_\_\_\_\_. "The Green Corn Dance." Chronicles of Oklahoma, 10, (1932), 170-195.
- Thomas, Diane C. "The Return of the Native American: Suddenly It Has Become 'In' To Be an Indian." The Atlanta Journal and Constitution Magazine, June 17, 1979, pp. 12-9.
- Thunderbird: Catalog June 1979-July 1980. Chicago: Thunderbird Products Company, Inc., 1979.
- Tooke, Gerald. Crafts Are Your Business. Ottawa: Canadian Crafts Council, 1976.
- Tools, Supplies, Equipment for Jewelers, Casters Manufacturers, Watchmakers, Clockmakers, Art Metal Crafts. Dallas: Swest, Inc., 1980.
- TSI Catalog. Seattle: TSI, Inc., n.d.
- Turner, C.W. "Events Among the Muskogees During Sixty Years." Chronicles of Oklahoma, 10, (1932), 21-34.
- U. S. Congress, American Indian Policy Review Commission. Report on Reservation and Resource Development and Protection, Task Force Seven: Reservation and Resource Development and Protection. Washington DC: Government Printing Office, 1976.
- U. S. Department of Agriculture, Farmer Cooperative Service. The Cooperative Approach to Crafts. Washington DC: Government Printing Office, 1972.
- U. S. Department of Commerce, Bureau of the Census. Current Industrial Reports: Sheets, Pillowcases, and Towels. Washington DC: Government Printing Office, 1978.
- U. S. Department of Commerce, Economic Development Administration. Indian Projects Funded by EDA August 26, 1965 - September 30, 1977. Washington DC: Government Printing Office, 1978.

- U. S. Department of Commerce, Economic Development Administration, and Bureau of Indian Affairs, U. S. Department of the Interior. 1979 Buyers Guide to Products Manufactured on American Indian Reservations. Washington DC: Government Printing Office, n.d.
- U. S. Department of Commerce, Industry and Trade Administration. 1980 U. S. Industrial Outlook for 200 Industries with Projections for 1984. Washington DC: Government Printing Office, 1980.
- U. S. Department of Labor, Bureau of Labor Statistics. Directory of Data Sources on Racial and Ethnic Minorities. Bulletin 1879. Washington DC: Government Printing Office, 1975.
- U. S. Department of the Interior, Indian Arts and Crafts Board. Bibliography 1: Native American Arts and Crafts of the United States. Washington DC: Government Printing Office, 1977.
- \_\_\_\_\_. Fact Sheet: General Information about the Activities of the Indian Arts and Crafts Board. Washington DC: Government Printing Office, 1978.
- \_\_\_\_\_. Fact Sheet: Indian Arts and Crafts Board Publications/Audio-visuals. Washington DC: Government Printing Office, 1978.
- \_\_\_\_\_. Fact Sheet: Sources of Reproductions of Works by Contemporary Native American Artists. Washington DC: Government Printing Office, 1978.
- \_\_\_\_\_. Fact Sheet: Trademarks and Certification. Washington DC: Government Printing Office, 1976.
- \_\_\_\_\_. Source Directory: Native American Owned and Operational Arts and Crafts Business. Washington DC: Government Printing Office, 1979.
- U. S. Executive Office of the President, Office of Science and Technology. Privacy and Behavioral Research. Washington DC: Government Printing Office, 1967.
- U. S. Executive Office of the President, Office of Management and Budget. 1979 Catalog of Federal Domestic Assistance. Washington DC: Government Printing Office, 1979.
- U. S. Small Business Administration. Handicrafts. Small Business Bibliography No. 1. Washington DC: Government Printing Office, 1973.
- \_\_\_\_\_. Marketing for Small Business. Small Business Bibliography No. 89. Washington DC: Government Printing Office, 1979.
- \_\_\_\_\_. National Directories for Use in Marketing. Small Business Bibliography No. 13. Washington DC: Government Printing Office, 1977.



. New Product Development. Small Business Bibliography  
No. 90. Washington DC: Government Printing Office, 1979.

. Statistics and Maps for National Market Analysis. Small Business Bibliography No. 12. Washington DC: Government Printing Office, 1974.

Various catalogues. Albuquerque: Sunbell Corporation, n.d.

Von Mises, Richard. Probability, Statistics and Truth. New York: The Macmillan Company, 1957.

Von Rosenstiel, Helene. American Rugs and Carpets. New York: William Morrow and Company, 1978.

Webster, Robert. Gems: Their Sources, Descriptions and Identification. 3rd ed. Hamden CN: Archon Books, 1975.

Whiteford, Andrew Hunter. North American Indian Arts. New York: Western Publishing Company, Inc. 1970.

Williams, Walter L., ed. Southeastern Indians Since the Removal Era. Athens: University of Georgia Press, 1979.

Winn, Bill. The First Georgians. A series of ten articles written for and published by the Atlanta Journal, April, 1968.

Wright, J. Leitch. William Augustus Bowles: Director General of the Creek Nation. Athens: University of Georgia Press, 1967.

Yinger, J. Milton, and George Eaton Simpson. "The Integration of Americans of Indian Descent." Annals of the American Academy of Political and Social Sciences. 436 (March, 1978), 137-51.

APPENDIX A  
SURVEY FOR AMERICAN INDIAN PRODUCTS STUDY

SURVEY FOR AMERICAN INDIAN PRODUCTS STUDY

Identification

Sequence Number \_\_\_\_\_ Interviewer Name \_\_\_\_\_

Name of Person \_\_\_\_\_

Title of Person (manager, buyer, owner?) \_\_\_\_\_

Organization Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Area Code, Phone No. \_\_\_\_\_

Category:   General gift shop   \_\_\_\_\_   Museum gift shop   \_\_\_\_\_  
              Indian trader       \_\_\_\_\_   Wholesaler           \_\_\_\_\_  
              Indian products shop \_\_\_\_\_   Other (specify) \_\_\_\_\_

Contacts

| <u>Date</u> | <u>Time</u> | <u>Call back<br/>Comments*</u> |
|-------------|-------------|--------------------------------|
| 1. _____    | _____       | _____                          |
| 2. _____    | _____       | _____                          |
| 3. _____    | _____       | _____                          |
| 4. _____    | _____       | _____                          |
| 5. _____    | _____       | _____                          |

Instructions

Identify yourself by name and the Engineering Experiment Station of Georgia Tech and as doing research on American Indian products. Get the appropriate person on the phone, identify yourself again, fill in information you do not already have under "Identification" and proceed with questionnaire.

\*Call back comments should include (1) appropriate time to call back, if interview not completed, (2) reason for not conducting interview, or (3) notation that interview is complete.

Other Comments (use the space below for any other comments)

1. Do you currently sell American Indian products? . . . . .Y N

If No go to Question 2. If Yes, Question 1A.

1A. Can you specify by tribe and/or geographic area? \_\_\_\_\_

Go to Question 4.

2. Are you willing to sell American Indian products? . . . . .Y N

If No, ask Question 2A and then close survey.

If Yes, go to Question 3.

2A. Why not? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

CLOSE SURVEY

3. Would you buy Creek Indian products from a new source? . . . . .Y N

If No, ask Question 3A and then close survey.

If Yes go to Question 9.

3A. Why not? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

CLOSE SURVEY

4. Do you think sales of American Indian products are increasing, decreasing or remaining the same?

- a. increasing . . . . .Y N  
 b. decreasing . . . . .Y N  
 c. remaining the same . . . . .Y N

5. Do you sell American Indian jewelry? . . . . .Y N

If No go to Question 6. If Yes, Question 5A.

5A. What types of metal does your jewelry contain?

- a. gold . . . . .Y N  
 b. sterling silver . . . . .Y N  
 c. plated silver . . . . .Y N  
 d. pewter/nickel silver . . . .Y N  
 e. other metal (specify) . . .Y N

5B. What types of stones are in your jewelry?

- a. turquoise . . . . .Y N  
 b. coral . . . . .Y N  
 c. shell . . . . .Y N  
 d. no stones . . . . .Y N  
 e. other stones (specify) . . .Y N

5C. Is your jewelry . . . . . a. handmade . . . . .Y N  
 b. machine made by craftsmen? .Y N  
 c. factory made? . . . . .Y N

5D. What type <sup>and/or tribe</sup> American Indian jewelry has the best sales?

Specify \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

6. Do you sell American Indian quilts? . . . . . Y N

If No go to Question 7. If Yes, Question 6A.

6A. What materials are your quilts made of?

a. 100% cotton . . . . . Y N

b. 100% synthetic . . . . . Y N

c. a blend of fibers . . . . . Y N

6B. What styles or patterns do you sell?

a. Western Indian . . . . . Y N

b. Eastern Indian . . . . . Y N

Specify \_\_\_\_\_

c. Other . . . . . Y N

Specify \_\_\_\_\_

6C. Are your quilts . . . . .

a. handmade . . . . . Y N

b. machine made by craftsmen . Y N

c. factory made . . . . . Y N

6D. What type American Indian quilts have the best sales?

Specify \_\_\_\_\_

7. Do you sell American Indian blankets? . . . . . Y N

If No go to Question 8. If Yes, Question 7A.

7A. What materials are these blankets made of?

a. 100% wool . . . . . Y N

b. at least 50% cotton . . . . Y N

c. various fibers . . . . . Y N

7B. What styles or patterns do you sell?

a. Western Indian . . . . . Y N

b. Eastern Indian . . . . . Y N

Specify \_\_\_\_\_

c. Other . . . . . Y N

Specify \_\_\_\_\_

7C. Are your blankets . . . . .

a. handmade . . . . . Y N

b. machine made by craftsmen . Y N

c. factory made . . . . . Y N

7D. What type American Indian blankets have the best sales?

Specify \_\_\_\_\_

8. Of all the American Indian products you sell, which have the best sales?  
Specify. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

9. Would you buy jewelry with Creek Indian designs from a new source? . . . . . Y N

If No go to Question 10. If Yes, Question 9A.

- 9A. What metals would you be interested in?

a. gold . . . . . Y N  
 b. sterling silver . . . . . Y N  
 c. silver plated . . . . . Y N  
 d. pewter/nickel silver . . Y N  
 e. other metal . . . . . Y N

Specify \_\_\_\_\_

- 9B. What stones would you be interested in?

a. turquoise . . . . . Y N  
 b. coral . . . . . Y N  
 c. shell . . . . . Y N  
 d. no stones . . . . . Y N  
 e. other stones . . . . . Y N

Specify \_\_\_\_\_

- 9C. Would you like the jewelry to be . . . . .

a. handmade . . . . . Y N  
 b. machine made by  
    craftsmen . . . . . Y N  
 c. factory made . . . . . Y N

10. Would you buy quilts with Creek Indian designs from a new source? Y N

If No, go to 11. If Yes, 10A.

10A. What materials are you interested in?

a. 100% cotton . . . . . Y N

b. 100% synthetic fibers . . . Y N

c. a blend of fibers . . . . . Y N

Specify \_\_\_\_\_

10B. Would you like the quilts to be . . . . .

a. handmade . . . . . Y N

b. machine made by craftsmen Y N

c. factory made . . . . . Y N

11. Would you buy blankets with Creek Indian designs from a new source? . . . . . Y N

If No, go to 12. If Yes, 11A.

11A. What materials are you interested in?

a. 100% wool . . . . . Y N

b. at least 50% cotton . . . . Y N

c. other fibers . . . . . Y N

Specify \_\_\_\_\_

11B. Would you like the blankets to be . . . . .

a. handmade . . . . . Y N

b. machine made by craftsmen Y N

c. factory made . . . . . Y N

12. Would you buy other Creek Indian products? . . . . . Y N

If No, go to 13. If Yes, 12A.

12A. Specify \_\_\_\_\_



13. Which of the following degrees of authenticity do you require for Indian products? . . . . .

- |   |   |   |
|---|---|---|
| a. must be authentic reproductions . . .                                    | Y | N |
| b. must be hand crafted . . . . .   | Y | N |
| c. must have traditional Indian design                                      | Y | N |
| d. must be certified by the U. S.<br>Indian Arts and Crafts Board . . . . . | Y | N |
| e. must be designed by Indians . . . . .                                    | Y | N |
| f. must be made entirely by Indians . .                                     | Y | N |
| g. must be culturally related to the<br>Indians who make them . . . . .     | Y | N |
| h. other . . . . .  | Y | N |

Specify \_\_\_\_\_

14. Do you have any additional comments for our survey?

---



---



---



---

THANK YOU FOR YOUR COOPERATION  
AND CONSIDERATION  
AND GOODBYE